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## **Abstracts from the 2015 Oklahoma Research Day**

### **Held at Northeastern State University**

#### **01. Business Administration**

#### **06. Management**

##### **01.06.01 College Retention: A Widespread Problem and Possible Solutions**

**Cuong,Doan** *University of Central Oklahoma*

**Nautica,Greene** *University of Central Oklahoma*

**Susanne,Currier** *University of Central Oklahoma*

**Suzanne,Clinton** *University of Central Oklahoma*

After their first year in college, multiple students decide to drop out, and living in this economy without a college degree will not be easy. There are different reasons students leave college. Some of these reasons include: lack of financial resources/assistance; loss of focus; not feeling like “a part” of the community; lack of a good educational foundation; lack of knowledge about “how to be a college student”; and lack of a family/friend support structure. What can universities do to improve retention? The authors have found various activities that impact retention. Some of these include: regular communication or interaction between a student and his or her professor or mentor; research opportunities with faculty; student tutoring; experiential, service, and transformative learning opportunities; addressing various learning styles; activities to make students feel welcome (e.g., orientation, first year experience, student welcome week, etc.); discipline-specific clubs; general education and discipline-specific advisement; special student services (e.g., first-generation; disability support services; Veteran student support, etc.); scholarships; and career counseling.

## **01.06.02 Animals on Campus**

**Clarence,Von Bergen** *Southeastern Oklahoma State University*

**Emily,Robinson** *Southeastern Oklahoma State University*

**Martin,Bressler** *Southeastern Oklahoma State University*

**Sarah,Roberts** *Southeastern Oklahoma State University*

For decades, universities have been accommodating physically disabled students who require guide dogs and other types of service animals. Within the past several years, however, mentally disabled students have increasingly petitioned colleges with "no pet" policies to permit them to bring their animals on campus because they need a companion or emotional support animal to make college life easier and to reduce their stress, loneliness, depression, and/or anxiety. Institutions that unlawfully reject such requests are finding themselves in court and charged with disability discrimination. Schools are understandably confused about their obligation, if any, to waive their pet bans under these circumstances. This article discusses pets on campus and provides administrators guidance with respect to this increasingly contentious issue and to keep their organizations "out of the legal dog house."

## **01.06.03 Student Opinions Regarding Global Sustainable Business Practices: A Comparative Study Between the United States of America and the Kingdom of Saudi Arabia**

**Darron,Arnold** *University of Central Oklahoma*

Newly enriched countries are currently developing at rapid rates due to extreme wealth. This rapid growth means that there is no better time to utilize sustainable development that has otherwise proven to be prohibitively expensive in already developed countries when retrofitted to existing incompatible infrastructures. Through studying the attitudes of future decision makers, one can assess their level of preparedness and willingness to integrate sustainable technologies into their business plans, school curricula, and structures. Our hypothesis being that university level students and institutes for higher education are not sufficiently cognitive of sustainable development and what it really means: we developed a survey using commonly accepted attitude studies concerning sustainability. The New Environmental Paradigm study, for example, is used to predict future support of respondents toward environmental preservation. We hope to discover the level of awareness and willingness of college students and educators to acknowledge the need for long term planning in business and to recognize that shareholders are not the only stakeholders in a business. Proper sustainable development planning should consider outcomes or affects not only to the firm, but to suppliers, buyers, employees, supporting communities and neighbors as well.

#### **01.06.04 When Running Second Wins the Race: Examining the Benefits of Second-mover Advantage**

**Martin,Bressler** *Southeastern Oklahoma State University*

Skilled managers are expected to be able to make quick decisions. In fact, highly-valued managers are often those who operate at high-speed in all their work. In business managers perceived as showing initiative, taking charge, and getting things done are esteemed. Unfortunately, many managers sometimes get so caught up in the fast pace of business that they do not take the time to pause, reflect, and to consider “the big picture.” The authors propose that managers take time to reflect and think creatively in order to develop a more systematic approach to planning. Although waiting might be frowned upon by some, waiting does not have to be disparaged. In fact, waiting actively may allow a second-mover, or close follower, additional time to examine and analyze the competitive situation and select the ideal time to make appropriate strategic moves. In this paper, the authors examine the benefits of being a second-mover and offer that as a strategic choice.

#### **01.06.05 Adoption of Virtualization and its Business Impact**

**Ankur,Nandedkar** *Cameron University*

**Jayant,Chaudhary** *Cameron University*

**Rahul,Bisht** *Cameron University*

Businesses are investing heavily on technological enhancements and one of the emerging technology that has garnered the attention of scholars and practitioners alike is virtualization. The purpose of this paper is to highlight the effectiveness of virtualization. We demonstrate it by explaining the way businesses can embrace this technology to significantly reduce their operating expenses. Overarching goal of virtualization is to eliminate inefficiencies in resource utilization, and enhance profitability for the business. In order to shed light on the efficacy of virtualization, various business specific case studies provided by virtualization vendor companies like Cisco, VMware, and Tech target were considered. Additionally, the financial statistics provided by these studies were also used to ascertain the facts presented in the paper. A thorough understanding of the virtualization and how it can help business improve the overall performance is a necessity before implementation of the technology. This paper intends to help managers understand what virtualization is and how the businesses can embrace this technology to enhance their overall performance. The limitation of this paper is that it only focuses on server virtualization and does not go in depth about other virtualizations techniques like storage virtualization and desktop virtualization. It was done for the parsimony of the research.

## **01.06.06 Follower Reactions to Dark Leadership**

**Dr. Victoria,McKee** *University of Central Oklahoma*

**Paige,Dodson** *University of Central Oklahoma*

Research regarding the 'Dark Triad' has increased in popularity over the past decade. This study investigates the relationship between follower's emotional intelligence and the desire for managers to portray dark leadership traits with a focus on psychopathy. Data will be collected using Qualtrics from university students, from the College of Business at a mid sized metropolitan university. Emotional intelligence will be measured using Wong's Emotion Intelligence Scale, and the desire of leaders having psychopathic traits will be measured by the Hare-P Scan developed by Robert D. Hare and Hugues F. Hervé. Participants will start by taking the emotional intelligence survey, which will determine if their level of emotional intelligence is high or low. In addition, participants will complete a survey that asks them to rate their desire for managers to have certain psychopathic traits based on a 1 to 5 scale. Currently, data is being collected and analyzed to provide evidence on the relationship between follower's emotional intelligence and the desire for their managers to possess psychopathic leadership traits.

## **01.06.07 The Implications of a Code of Ethics in the Workplace**

**Alicia,Johnson** *University of Central Oklahoma*

The purpose of this research is to gain an understanding of how a code of ethics coupled with reflection effects ethical decision-making, ethical awareness, concern for stakeholders, and method of upward influence. In the present study, we aim to examine the impact of an organization's code of ethics, in conjunction with guided participant reflection, on ethical decision-making. Participants will choose to attempt to influence an employee. We hypothesize that participants given a code of ethics will choose the more ethical decision after reading the scenarios. Participants will read background information, which will explain the company's financial standing, stakeholders, community impact information for the organization, and individuals in the scenario. Participants will then be presented (or not presented) with the organizational code of ethics. After reading and reviewing the code, participants will be given ethical dilemmas. In addition, participants will be asked to consider the situation and determine a course of action by writing an email response that aims to influence their manager. After the presentation of the dilemma, participants in the reflection condition will be asked specifically to generate 5-7 positive impacts and 5-7 negative consequences of their course of action for internal and external stakeholders. Data is currently being collected and analyzed to provide evidence of the importance of the hypotheses, the code of ethics in the workplace.

## **01.06.08 Recruitment Strategies Used by Hiring Professionals**

**Johnna,Newby** *Cameron University*

**Krystal,Brue** *Cameron University*

The Bureau of Labor Statistics projects more than 1.3 million college graduates will enter the workforce in 2015, giving rise to the question, "What strategies are used by hiring professionals when recruiting and assessing new talent?" In an effort to determine prevailing strategies, researchers polled 27 human resource (HR) managers to garner information. The mixed methodology survey asked managers (a) to rank desired applicant skills and recruitment methods and (b) to provide qualitative data including successful applicant traits, common mistakes on applications/resumes, interviewing pitfalls, and difficult interview questions. Researchers hypothesized most hiring managers would rate job-related skills highest and would prefer online resources to recruit new talent. These assumptions were substantiated as 10 of 27 HR managers ranked job-related skills as the most important quality applicants possess. Furthermore, the survey indicated that 16 of 27 HR managers most often use online resources to recruit new applicants, followed closely by networking with other professionals as their second choice. Surveyed managers indicated that applicants who showed honesty, productive traits, and relational skills were of high demand. Issues regarding the job search process included false information, aesthetic issues, a lack of knowledge/information, and egotism. Behavioral, situational, personal inquiry, and skill/knowledge based questions were favored during interviews

## **01.06.09 DATA MINING AND ITS APPLICATIONS IN INDUSTRIES**

**Ankur,Nandedkar** *Cameron University*

**Funke,Ajisafe** *Cameron University*

Technology plays an important role in enhancing business effectiveness. The primary purpose of the paper is to shed light on data mining technology and its utility for the business. In this paper, the literature on data mining techniques was reviewed using different journals, articles and books. This manuscript gives a clearer understanding of the basic techniques used, data mining models and also explains the benefits and drawbacks of data mining. The main objective of data mining in businesses is to improve decision making. It helps businesses to predict potential outcomes, understand their customers better and to have a competitive advantage. It has a lot of benefits and it has helped organizations to collect, analyze and access data in new ways. For data mining to be effective and relevant in businesses, managers or business owners must have a better understanding of how it works and how to it can be applied to their day to day activities. This paper intends to help managers to understand the fundamentals of data mining and how it can be applied.

## **01.06.10 An evolutionary theory of Industry and Firm Dynamics: A Demand-side Analysis**

**Lalit,Manral** *University of Central Oklahoma*

We provide a demand-side perspective on the structural determinants of firm heterogeneity along an industry's life-cycle. Our theoretical framework, which includes both industrial and firm dynamics, features a dynamic demand environment that provides the structural context for firms' temporally heterogeneous strategic choices. Demand-side competence is conceptualized as a mediating firm-specific construct to explain the endogenous relationship between the dynamic structural characteristics of the demand environment and firms' path dependent demand-side investments. Our alternate demand-side explanation of temporally heterogeneous firm behavior focuses on three distinct facets of evolution of firm heterogeneity – entry heterogeneity, investment heterogeneity, and exit heterogeneity – along the evolutionary path of an industry. Notably, the empirical predictions generated by the stylized theoretical model are not only novel but also directly conflict with the results of competing models of the endogenous relationship among industry and firm dynamics.

## **01.06.11 Distracted Driving Survey**

**Katy,Ellis** *Northeastern State University*

**Kelsey,Perrin** *Northeastern State University*

**Michael,Turner** *Northeastern State University*

**Taylor,Melone** *Northeastern State University*

Distracted Driving Survey Northeastern State University Tahlequah Student Chapter of the American Society of Safety Engineers The Northeastern State University Tahlequah Student Chapter of the American Society of Safety Engineers (ASSE) has produced a survey to measure attitudes and behaviors of faculty, staff and students at all universities within Oklahoma. This research follows a survey that was conducted in 2009 by the same student organization. Since 2009, most states have established various laws, regulations and penalties associated with cell phone usage while driving. Additionally, myriad forms of media are used to inform drivers of the dangers associated with cell phone use while driving. Some of the main goals of this survey are to determine the effectiveness of these laws, regulations, and penalties as well as the media messages in terms of altering driver's attitudes and behavior. The electronic survey will be conducted using Checkbox and will be emailed to all faculty, staff and students at every university in Oklahoma.